



vodafone

Public sector service

resources roundup

News, views and insight from around the web

“The public expectation of services has changed quite considerably over the past five to ten years. People are expecting more responsive services – just as we all do with any service we access in our daily lives.”

Liz Holt, Director of Community Health Services,
Blackpool Teaching Hospitals NHS Foundation Trust



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Core Themes



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Public sector service resources

Customer service:
a driver for success

Following on from the Excellence in Customer Service conference, Jo Causon, Chief Executive at the Institute of Customer Service, outlines some of the key issues facing the public sector.

Public sector digital
engagement and
social media

With social media, an ever-growing proportion of the public expects to get near-instantaneous responses to almost any query. But how is the public sector responding?

Redesigning public
services: happier
customers cost us less

Mat Hunter, Chief Design Officer at the Design Council shows how they've helped Lewisham Council, the NHS and the Government Digital Service take a fresh look at overcoming key customer service issues.

Public leadership voices:
leading customer services

How do you actually deliver better customer service? In this video, Simon Pollock of Surrey County Council, discusses the key challenges from a practitioner's point of view.

Can complaints help us to
innovate in public services?

A more demanding public inevitably brings a higher volume of complaints. But is that a bad thing? This post presents a different view of customer complaints.

"The latest results [from The UK Customer Satisfaction Index] published in July this year, show that although overall customer satisfaction has increased, the figures for public service both local and national, appear to be stuck where they were a year ago."

Sept 2012

Read the full article >
<http://bit.ly/ZKTqvl>

"Only 43% [of public sector bodies] report that they are monitoring the effectiveness of social media engagement. So how do the majority, not measuring their social media activity, know if it is meeting its objectives?"

Feb 2012

Read the full report >
<http://bit.ly/12Orj3m>

"Better designed services usually mean lower delivery costs for the public sector. The simple truth is that a poor consumer experience creates noise in the system, and that feeds back on the public service providers."

July 2012

Read the full article >
<http://bit.ly/14UBLVj>

"Customer service is a science. It's really about getting processes, distribution and logistics right."

May 2012

Watch the video >
<http://bit.ly/Ygw003>

"Complaints processes have been redesigned to be part of continuous improvements where complaints are investigated and linked to operational procedures, and also where channels are created for customers to leave positive feedback."

Sept 2012

Read the full post >
<http://bit.ly/X7wRkn>





Further resources from us...

Take a look at our series of public leader videos: 'Public Perspectives' on our Guardian Partner Zone

[Watch our video series](#)



See how public sector leaders meet their service challenges

[Watch our public sector leaders interviews](#)



Get the latest public sector news and views on the Guardian Public Service Reform Hub

[View our public service reform hub](#)



View our range of public sector case studies to find out how other organisations are changing how they work

[Read our case studies](#)



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In summary: the changing face of public sector service

As we've seen in our video interviews with some of today's public sector leaders, public expectations are changing rapidly.

Driven by their experiences online and with best-in-class private sector companies, citizens are more demanding than ever, wanting to self-serve information when and where they like and expecting to be kept informed virtually 24/7.

In this roundup, we've brought together some key resources that highlight the service issues many public sector professionals are wrestling with on an almost daily basis.



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Core themes in customer service

While every organisation is different, a number of themes stood out:

Great customer service is now expected

There was a time when citizens had no expectations of great service from public sector organisations. Waiting was the norm and complaining would do little good. In the new world of multi-channel constant connectivity, everything's changed. If organisations are not delivering, not only are they going to hear about it, so will everyone else!

Investing in customer service can save money

It's all too easy to view customer service as a nice-to-have – a good idea but expensive in today's age of austerity. The reality is that getting this right can make an organisation more efficient and in turn, saves money. And, in a time when money is in short supply, this is a very attractive proposition.

It's about systems, processes and continuous improvement

There is a danger of viewing customer service as simply how people are greeted on the phone. But delivering the right level of customer service is as much about systems and processes as it is about people skills and communication. Forward-thinking organisations understand they can use what they learn to develop dynamic cultures of continuous improvement.





About Vodafone and the public sector

We work with public sector right across the UK, helping organisations improve their processes, change the way they use physical spaces and enable their staff to do their best work. Ultimately, we help them meet real and pressing challenges with innovative, positive solutions.



[Learn more about how we can help your organisation >](#)



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How did we do?

3-click feedback form

This was:

- ☐ Great – I'd happily recommend it to a friend or colleague
- ☐ Average – it was interesting information, I learned something
- ☐ Poor – I didn't see the value in any of this

Tell us what we did well and what we can improve next time:

Thanks for your time.

[Send us your feedback >](#)



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